

E. St. Louis Sales

Mr. R. E. Schilling

May 23, 1957
(dic. 5/18/57)

General Sales

ACOUSTICAL PLASTER

C. E. Abbey - fpe

PLAINTIFF'S EXHIBIT

GP-375

Re: New Product - Low Cost Blow-On Material

CC: Mr. M. C. Hoven - Ardmore
Mr. R. Sikes - Ardmore
Mr. M. F. Read - Fort Dodge Plant
Mr. C. G. Smittleworth - Paoli Lab. ~~CONFIDENTIAL~~

The Laboratory has finally developed a formula which they feel is competitive to USG's Audicoat and National's Sprayolite. These are low-cost acoustical plaster materials that can be applied with a gun. Before we go to the expense of having an official sound absorption test and an official light reflection test made, we want to have it field-tested by one or two accounts to be sure that it will work satisfactorily.

I have seen some of the material applied at the Lab and seen finished large panels of this new formula material as compared with applications of USG and National material. Incidentally, in their development work the Laboratory checked into the material promoted by the Zenolite Companies under the trade name "Acoustic Plastic", and that formerly sold by the American Bldrock Company of Chicago (this Company went out of existence the end of 1956 and so their product is no longer available on the market). Our material compares favorably in coverage with USG and National and, in fact, Laboratory tests indicate a slightly better coverage. In light reflection, it should be equal to USG's finishing material. It is definitely much better than the National material. In so far as sound is concerned, the small scale tests and observations at the Laboratory indicate its acoustical values will be similar to the two competitive products mentioned.

The same formula material will be used for base coat and finish coat. The Laboratory is preparing a mimeographed sheet of directions for the use of the material which will indicate it requires about 16 gallons of water to 40 lbs. of material for the base coat and 17½ gallons to 40 lbs. of material for the finish coat. It is felt it could be applied with both a Karelus type and the E-Z-On type gun. This remains to be proven in the field.

7/ We plan to put the material in a bag holding 40 lbs. which will be between 3½ and 4 cu. ft. of material. The product is generally sold in the field at so much a bag, and as near as we can check competition from reports in various markets, we will price the material at \$120.00 per ton, FOB Fort Dodge, equalizing freight with both USG and National since they make the material and, as near as we can find, price it similarly to gypsum products. With 40 lbs. to a bag, that means there will be 50 sacks to a ton of material. Laboratory figures indicate there will be a very conservative 350 yds. per ton coverage and want a little more field experience before saying that it will get as high as 450 yds. which they believe is entirely possible.

8/ I would like you to arrange to field-test this material with one of your plastering accounts who is favorably disposed towards Bestwall material and may have used either Audicoat or Sprayolite previously. If you could arrange it, I would like to do it with Robertson Plastering Company and do two jobs at once with them which I will cover a little later. I'll authorize your giving the customer up to ½ tons of this material

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at no charge if they think that such is necessary. I believe, however, that ^{one} two tons should probably be sufficient. In offering the material at no charge we feel the customer should be willing to use it without being insistent on light reflection and sound reduction characteristics being given to him specifically, and that he should have no claim to us for any further adjustment if some problems develop in the application of the material. We also want to have a man from the Laboratory present when the material is being used and applied and presently feel that Mr. Watt will probably be the man, since he has done a good deal of the Laboratory work at Paoli in developing the product.

Raw materials are being set up at Fort Dodge so that they can mix the material and you will be advised when they are ready to make shipment. Tentatively, we would like to have this done during the last half of June since I don't think everything can be arranged prior to that time. However, the sooner we do have the tests made, the quicker we will be able to release this for general distribution. We are planning to make a similar trial in the Chicago market at the same time.

In working with Robertson I would like to tie in, also, the matter referred to in your memorandum of May 14th wherein you say the plasterers in the St. Louis market have had trouble with the Bestwall plastering materials in their attempts to use them through a Karelus machine. Mr. Watt would also be the man to check into this. Your May 14th memorandum is not specific as to whether this refers to Best Plaster or Lite-Mix, or whether it refers to both. In order to give the Laboratory an opportunity to be prepared, would you please have sent as quickly as possible a 1-gallon can of the National material which seems to be satisfactory? This should be both their mill-mixed light-mix material and their neat plaster if the problem has to do with both materials. We do not need samples of the Sprayolite since we have had samples of that already in doing the development work. After we have done some checking at the Laboratory, they will give the matter some thought as to alterations necessary in any formulation out of Fort Dodge. If it is necessary to do so, we will authorize up to 5 tons of a new formula material to be tried at the same time the acoustical material is tried. I trust you will arrange to get these materials out of Fort Dodge included in a carload of material coming into the St. Louis market so that freight charges can be kept to a minimum on this material on which there will be no charge.

The Laboratory reminded me that there has to be a drying period of several days to a week between the base coat and the finish coat application to get the full thickness. I believe this is standard with other acoustical materials that are put on in two applications and you should plan on it and have the contractor understand that this may be necessary.